** Tips for Creating a Great Video Production**

**Pre-Production**

* Decide on the Audience and Purpose for your production.
* Plan your video by writing an outline, storyboard or script.
* Have all props and materials in place.
* Build sets and/or select locations.

**Production (Video)**

* Use a tripod for a steady shot and to keep your device safe.
* When not using tripod stand squarely and use both hands to steady camera
* Rehearse scenes and camera moves (blocking).
* Shoot supporting video (b-roll) to make your edited video more visual.
  + Get shots of peoples’ reactions.
  + Get close-ups (detail shots) of objects talked about in audio.
  + Grab shots of surrounding, local architecture, etc.
* Avoid recording talent against a strong backlight.
* Move camera smoothly and with purpose
* Learn how to frame shots properly and the purpose of different shots and angles.
* Vary shots but don’t overuse zoom.
* Avoid long zooms. It makes shots look wobbly. Physically get closer to subject if possible
* Lay down pre-roll and post-roll.
* When shooting video using phone or tablet cameras, be sure to use  
   landscape not portrait mode.

**Production (Audio)**

* If equipment permits, use an external microphone and place close to talent.
* If equipment permits, monitor sound for quality with earphones.
* When using the built-in microphone, move the camera closer to subject and zoom out if necessary.
* Stop or reduce distracting background noise.

**On-Air Tips for Talent**

* Make sure you can read and properly pronounce words (especially people’s names).
* Wait for your cue before speaking.
* Smile! (when appropriate)
* When speaking to audience, look into camera as much as possible.
* Hold referred to objects close to face when possible so it is easy to frame shot “spokesmodel pose.”
* Speak clearly, projecting your voice toward the microphone.

**Steps to Producing a News Story *(used with permission of Steve Galyon, Henry Co. High School)***

* Research- this tells you whether you actually have a story.
* Focus Statement- Do people in school drink too much soda?
* Brainstorm B-Roll.
* Shoot.
* Log Tapes (this is crucial!).
  + Option- Re-shoot or shoot additional footage.
  + Option- Scrap the story. (If you don’t have it by now, there may not be one. This happens!)
* Write the script for audio and video. This is where the focus statement is proven or disproved and where anchor’s lead is written.
* Edit.
* Enjoy the fruits of your labor!

**Interview Tips**

* Write a focus sentence.
* Research the subject.
* Correctly Target your audience.
* Prepare a complete list of questions.
* Describe the purpose to the subject before the interview.
* Don’t interview the subject without the camera before the actual interview.
* Don’t give subject list of questions before the interview rehearsal.
* LISTEN.
* Ask good follow-up questions.
* Be polite and professional.

**Interview No-No’s**

* Yes and no questions
* “I see” and “Uh-huh”
* Two-part questions
* Obvious questions
* Questions in poor taste
* Questions that have already been answered

**Roles in Production**

* Producer – Oversees project, guides idea, works with director
* Director - Guides actual production (calls the shots!)
* Assistant Producer/Assistant Director- finds resources, gets copyright okays, sets schedules, arrange interviews, locations
* Talent - On-camera host, anchor, or actor delivers lines, acts in character, follows director’s cues
* Camera person - Operates camera, tells story visually as guided by director
* Audio Engineer – Records and manages sound
* Scriptwriter – writes scripts & storyboards
* Computer Generated Imaging (CGI) Designer- Creates text, still images, and animations for onscreen and web use
* Website Designer- Many programs have websites or are delivered as part of a website